



Product Design Interview Question

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How to use this:

- 1.** Review what we expect about your role in the interview process
- 2.** Consider the questions we have suggested but feel free to add your own
- 3.** Be sure to provide clear feedback to the hiring team about our decision to approve or deny a candidate.
- 4.** Questions you cannot ask according to the law can be found [here](#).



Behaviors

How you understand, envision, and influence products and their strategy with teams to create market impact.

Competencies	Jr. Product Designer	Product Designer <i>In addition to Jr. Product Designer</i>	Sr. Product Designer <i>In addition to Product Designer</i>	Design Director <i>In addition to Sr. Product Designer</i>	VP of Design <i>In addition to Design Director</i>
1.1 Building product knowledge	What is a growth area for you? What have you not mastered yet that you feel is important to your career? <i>Desired response: Humility, Growth Mindset</i>	What is a growth area for you? What have you not mastered yet that you feel is important to your career? <i>Desired response: Humility, Growth Mindset</i>	What is a growth area for you? What have you not mastered yet that you feel is important to your career? <i>Desired response: Humility, Growth Mindset</i>	What is a growth area for you? What have you not mastered yet that you feel is important to your career? <i>Desired response: Humility, Growth Mindset</i>	What is a growth area for you? What have you not mastered yet that you feel is important to your career? <i>Desired response: Humility, Growth Mindset</i>
1.2 Influencing product vision and strategy	What's a new tool in the design world that I don't know about yet? Tell me about it. <i>Desired response: Change Maker, Trendsetter</i>	What's a new tool in the design world that I don't know about yet? Tell me about it. <i>Desired response: Change Maker, Trendsetter</i>	Can you tell us a time where you have had to implement a new design process into an org? How did you approach it? <i>Desired response: Leadership, Change Maker, Diplomat</i>	Can you tell us a time where you have had to implement a new design process into an org? How did you approach it? <i>Desired response: Leadership, Change Maker, Diplomat</i>	Can you tell us a time where you have had to implement a new design process into an org? How did you approach it? <i>Desired response: Leadership, Change Maker, Diplomat</i>
1.3 Working with partners across functions	Can you describe your experience working with cross functional teams? <i>Desired response: Collaborative, Respectful, Knowledgeable</i>	Can you describe your experience working with cross functional teams? <i>Desired response: Collaborative, Respectful, Knowledgeable</i>	Can you describe your experience working with cross functional teams? <i>Desired response: Collaborative, Respectful, Knowledgeable</i>	Can you describe your experience working with cross functional teams? <i>Desired response: Collaborative, Respectful, Knowledgeable</i>	Can you describe your experience working with cross functional teams? <i>Desired response: Collaborative, Respectful, Knowledgeable</i>



1.4 Improve your team	Can you tell me about a person who mentored you and how they helped you? <i>Desired response: Respect, Growth Mindset</i>	Can you tell me about a person who mentored you and how they helped you? <i>Desired response: Respect, Growth Mindset</i>	Can you tell me about a person you mentored and how you helped them? <i>Desired response: Leadership, Empathy, Selflessness</i>	Can you tell me about a person you mentored and how you helped them? <i>Desired response: Leadership, Empathy, Selflessness</i>	Can you tell me about a person you mentored and how you helped them? <i>Desired response: Leadership, Empathy, Selflessness</i>
1.5 Improve team culture	Can you tell me about some cultural contributions you have made in any of your previous roles? Maybe you introduced a new tool? Or created a handy spreadsheet? Taught a workshop? Or Organized a happy hour? Anything that contributed culturally to the org. <i>Desired response: Leadership, Change Maker</i>	Can you tell me about some cultural contributions you have made in any of your previous roles? Maybe you introduced a new tool? Or created a handy spreadsheet? Taught a workshop? Or Organized a happy hour? Anything that contributed culturally to the org. <i>Desired response: Leadership, Change Maker</i>	Can you tell me about some cultural contributions you have made in any of your previous roles? Maybe you introduced a new tool? Or created a handy spreadsheet? Taught a workshop? Or Organized a happy hour? Anything that contributed culturally to the org. <i>Desired response: Leadership, Change Maker</i>	Can you tell me about some cultural contributions you have made in any of your previous roles? Maybe you introduced a new tool? Or created a handy spreadsheet? Taught a workshop? Or Organized a happy hour? Anything that contributed culturally to the org. <i>Desired response: Leadership, Change Maker</i>	Can you tell me about some cultural contributions you have made in any of your previous roles? Maybe you introduced a new tool? Or created a handy spreadsheet? Taught a workshop? Or Organized a happy hour? Anything that contributed culturally to the org. <i>Desired response: Leadership, Change Maker</i>



Execution

How you explore problems, design innovative solutions quickly, create impact in new problem spaces, and push our craft forward.

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2.1 Process	Walk me through your product design process? <i>Desired response: Research > Discovery > Design & Iteration > Testing > Validation > Launch & After Care</i>	Walk me through your product design process? <i>Desired response: Research > Discovery > Design & Iteration > Testing > Validation > Launch & After Care</i>	Walk me through your product design process? <i>Desired response: Research > Discovery > Design & Iteration > Testing > Validation > Launch & After Care</i>	Walk me through your product design process? <i>Desired response: Research > Discovery > Design & Iteration > Testing > Validation > Launch & After Care</i>	Walk me through your product design process? <i>Desired response: Research > Discovery > Design & Iteration > Testing > Validation > Launch & After Care</i>
2.1 Designing systems	Can you walk me through a design system you have managed or created? <i>Desired response: Organized, Technically sound, Systems thinker</i>	Can you walk me through a design system you have managed or created? <i>Desired response: Organized, Technically sound, Systems thinker</i>	Can you walk me through a design system you have managed or created? <i>Desired response: Organized, Technically sound, Systems thinker</i>	Can you walk me through a design system you have managed or created? Show me a live example. <i>Desired response: Organized, Technically sound, Systems thinker</i>	Can you walk me through a design system you have managed or created? <i>Desired response: Organized, Technically sound, Systems thinker</i>
2.2 Tools	Can you tell me about your toolset? <i>Desired response: Figma, Sketch, InVision, Deep understanding of tool functions, capabilities and next-gen toolset</i>	Can you tell me about your toolset? <i>Desired response: Figma, Sketch, InVision, Deep understanding of tool functions, capabilities and next-gen toolset</i>	Can you tell me about your toolset? <i>Desired response: Figma, Sketch, InVision, Deep understanding of tool functions, capabilities and next-gen toolset</i>	Can you tell me about your toolset? <i>Desired response: Figma, Sketch, InVision, Deep understanding of tool functions, capabilities and next-gen toolset</i>	Can you tell me about your toolset? <i>Desired response: Figma, Sketch, InVision, Deep understanding of tool functions, capabilities and next-gen toolset</i>



Strategy

How you move fast to create impact in your daily work and grow our team with more great people like you.

Competencies	Jr. Product Designer	Product Designer <i>In addition to Jr. Product Designer</i>	Sr. Product Designer <i>In addition to Product Designer</i>	Design Director <i>In addition to Sr. Product Designer</i>	VP of Design <i>In addition to Design Director</i>
4.1 Focusing on goals, not tasks	Can you tell me about a time you achieved a goal you didn't think you could? <i>Desired response: Ambition, Drive</i>	Can you tell me about a time you achieved a goal you didn't think you could? <i>Desired response: Ambition, Drive</i>	Can you tell me about how you helped a team or individuals set and hit an ambitious roadmap and goals for a project? <i>Desired response: Vision, Organization, Process</i>	Can you tell me about how you helped a team or individuals set and hit an ambitious roadmap and goals for a project? <i>Desired response: Vision, Organization, Process</i>	Can you tell me about how you helped a team or individuals set and hit an ambitious roadmap and goals for a project? <i>Desired response: Vision, Organization, Process</i>
4.2 Moving things forward quickly	What did you do to make sure you stayed on task so you could accomplish your goal? <i>Desired response: Organization</i>	What did you do to make sure you stayed on task so you could accomplish your goal? <i>Desired response: Organization</i>	How did you ensure the team was hitting their goals and milestones? <i>Desired response: Organization</i>	How did you ensure the team was hitting their goals and milestones? <i>Desired response: Organization</i>	How did you ensure the team was hitting their goals and milestones? <i>Desired response: Organization</i>
4.3 Being efficient	What could you have done to get to your desired goal faster? <i>Desired response: Self reflection</i>	What could you have done to get to your desired goal faster? <i>Desired response: Self reflection</i>	What optimization have you been able to make to help your teams move faster? <i>Desired response: Innovation, Tools</i>	What optimization have you been able to make to help your teams move faster? <i>Desired response: Innovation, Tools</i>	What optimization have you been able to make to help your teams move faster? <i>Desired response: Innovation, Tools</i>
4.4 Maximizing opportunities	Once you achieved that goal, what did you do next? <i>Desired response: Builds on</i>	Once you achieved that goal, what did you do next? <i>Desired response: Builds on</i>	What made your project a success or failure? <i>Desired response: Takes</i>	What made your project a success or failure? <i>Desired response: Takes</i>	What made your project a success or failure? <i>Desired response: Takes</i>



	<i>opportunities</i>	<i>opportunities</i>	<i>ownership of failures, Clearly identifies gaps, diplomatically addresses problem areas.</i>	<i>ownership of failures, Clearly identifies gaps, diplomatically addresses problem areas.</i>	<i>ownership of failures, Clearly identifies gaps, diplomatically addresses problem areas.</i>
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